

HOW TO
RUN A

SUCCESSFUL CAMPAIGN

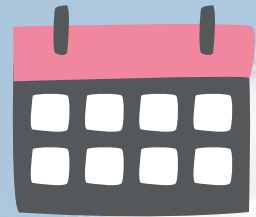
10 STEP
OVERVIEW

1



Connect with your United Way staff partner to learn about United Way's work.

2



Set a campaign date, timeline, and goal.

3



Use the resources available on the online Campaign Toolkit for planning and event ideas.

4



Recruit canvassers and build your committee.

5



Plan fun activities, incentives, and/or contests. How about early-bird draw; special draws for first-time pledgers; or on-line group challenges?

10 STEP OVERVIEW



6



Publicize and promote the campaign in your workplace - posters, email blasts, sharing UW videos.

7



Kickoff your campaign - toolkit has lots of materials to help you plan a great virtual or in-person event.

8



canvassers distribute pledge forms to their co-workers. Electronically or in-person, it is always best to use a personal touch and follow-up

9



Pass in pledge forms to United Way - reach out to our team and we can assist.

10



Celebrate campaign results and thank all employees and members of your campaign team